Mrs. Wilson's
Kitchen Secrets and Favorite Recipes

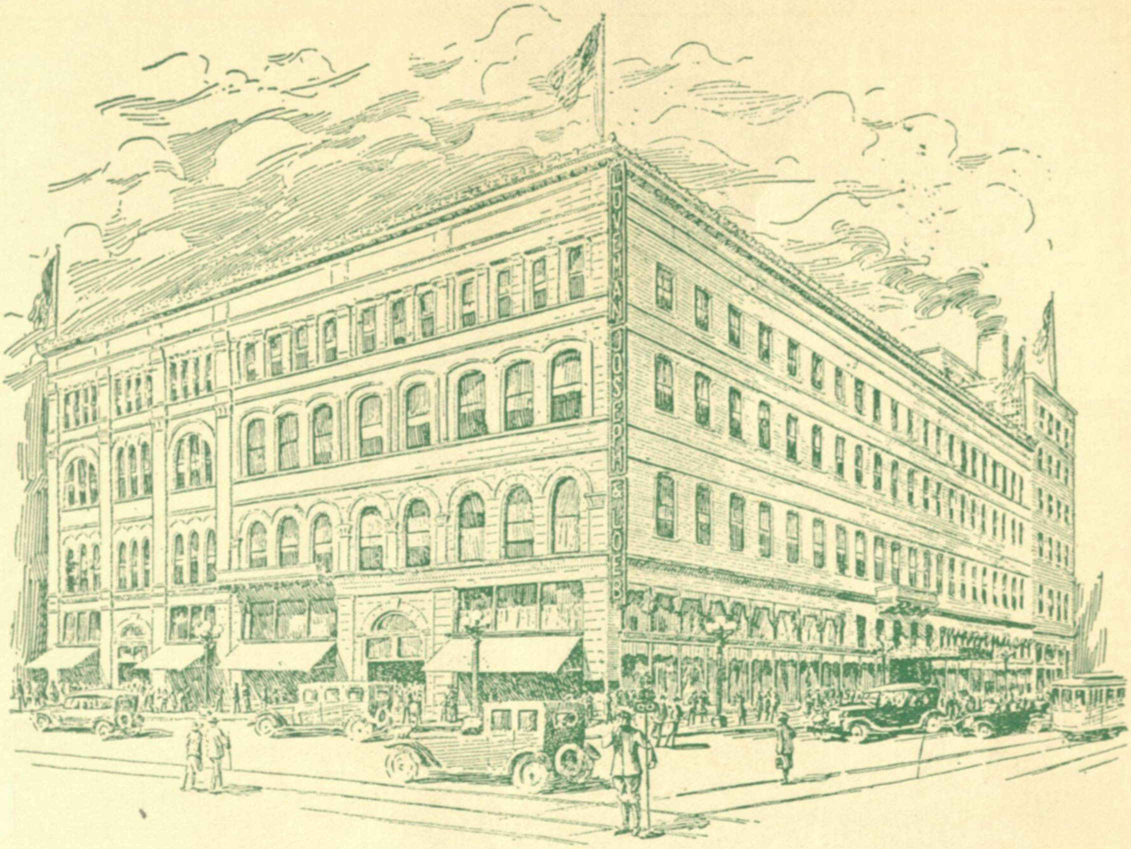
A SOUVENIR

PRESENTED BY

Loveman Joseph & Loeb

"Merchandise That Merits Confidence"

A MANUAL FOR GOOD HOUSEKEEPERS



Dear Friends:

Our only purpose in bringing Mrs. Wilson to Birmingham was that we might aid you in your efforts to become a better housewife. And do you think that we could have chosen a woman better fitted to lecture on the problems of the modern housekeeper?

Mrs. Wilson has devoted her life to the study of toothsome cookery and home economics having made researches in the world's centers of culinary art.

We wish to remind you of the standard lines advertised in this manual. They were chosen because we know their worth and unhesitatingly give them our endorsement.

We trust that you will attend not one, but many of Mrs. Wilson's lectures and that you will enjoy being with us as much as we will enjoy having you.

LOVEMAN, JOSEPH & LOEB.

Betty Wales

——:o:——

COMPLETE satisfaction is the portion of every purchaser of our BETTY WALES DRESSES and COATS.

The designs we offer you now are as attractive and as timely in point of style as any that are appearing today on Fifth Avenue.

The Betty Wales unconditional guarantee is conclusive proof of superlative value.

——:o:——

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HOW TO REDUCE SUPERFLUOUS FLESH

Persons overburdened with superfluous flesh can, if they care to and will use will power, reduce to a normal weight. It requires a steadfast plodding along, combined with the strength of mind to deny one's self many of the foods that the average person delights in eating.

I do not advocate actual starvation, but I do believe in a diet of such foods that will maintain health and strength without supplying excess fat. For the first few days it requires constant will power and strength of mind not to indulge in the accustomed luxuries, but the result more than justifies the privations, accompanied by the improvement of health, figure and personal appearance.

As sugar, starches and fats are the chief constituents of superfluous flesh, it goes without saying that they are offenders. It will cause no distress or ill feeling if a scientific and rational diet be followed. This diet must also be accompanied by a larger amount of liquids taken for the purpose of keeping the liver and kidneys in active condition, eliminating the poisons which clog and overburden the system.

A Helpful Menu

Baked Apple
Poached Egg
Bran Bread Toast
Water Cress
Coffee

Bake the apples without sugar, and dust with cinnamon. Thin slices of bran bread toasted are dainty and appetizing. When poached eggs are placed upon them they require no butter. Water cress eaten at breakfast or at the beginning of the day is a very good appetizer and also refreshes the body. Coffee should be taken clear.

A Simple Diet for Reduction of Flesh

Try the following menu. I feel sure they will help you. It will be necessary for you to continue this for three months before any real, visible reduction or improvement will be noticed:

Breakfast

Juice of one-half Lemon in one-half Cupful of Hot Water
Dry Toast
Sliced Tomatoes
Coffee

Luncheon

Clear Tomato Soup
Celery and Onion
Salad
Mayonnaise Dressing
Dry Toast
Tea

Dinner

Water Cress
Radishes
Boiled Fish, Butter Sauce
Spinach
String Beans
Tomato Salad
Baked Apple
Coffee

This menu may be varied by serving broiled chops or panned fish for breakfast; strained vegetable soup, strained clam chowder, strained bouillon for luncheon; grilled oysters, brown bread with Welsh rarebit in place of salad, roast lamb, baked fish, omelet and vegetable dishes in place of the boiled fish for dinner.

Eat freely of unsweetened apple sauce, oranges, grapes, if you still feel hungry. No sugar in your tea or coffee, and all varieties of fruit for desserts. Eat no pastries or cakes. Oranges and grapes may be used to replace the lemon juice every third morning. Do not eat fried or highly seasoned foods. Drink plenty of water between meals, but not with the meal. No fresh bread or rolls or corn bread should be eaten. Keep in mind the fact that two ounces of bread per meal is the limit. This diet, if persisted in, will give you abundant food and big returns in good health.

The human body has the power to consume food that, by the process of digestion, the necessary elements are supplied to the body; this, combined with the breathing of air into the lungs, supplies the oxygen, like a draft to a furnace, and enables the body to furnish energy, health and life-giving properties.

Food has a double mission to perform, the constant repair of the tissues from wear and tear and to supply energy for work and the strength to do this work.

Therefore it is most important that the stomach be kept in good condition. At the first appearance of digestive disturbances restrict your eating. Do not eat when you feel out of sorts. Give the stomach a rest and use only a minimum amount of nourishment. Do not eat heavy foods, fried foods, fresh or hot bread, pancakes or pies. Here are some dainty appetizers for an "out-of-sorts" day.

SCRAPED APPLE

Cut an apple from stem to blossom end, and use a tablespoon to scrape. Pile in a heap like snow. This is refreshing and easily digested. It may be given to small children.

CHOCOLATE SAUCE

Place in a saucepan
One cup of syrup,
One-half cup of brown sugar,
One cup of water,
One-half cup of cocoa,
Five tablespoons of cornstarch.

Stir to dissolve the starch and then bring to a boil and cook for five minutes. Remove from the fire and cool.

ORANGE JUICE

Squeeze the juice of a sweet orange, then strain and serve in a thin glass with two tablespoonfuls of finely cracked ice. Drink slowly.

COLD APPLE DUMPLINGS WITH CHOCOLATE SAUCE

Split the apple dumplings in half and then spread with jelly, and place together and cover with chocolate sauce.

PUDDING A LA FRANCAISE

Soak stale bread until soft and then place in a cloth and press very dry. Now rub through a fine sieve and measure. Place two cups of the prepared bread in a mixing bowl and add
Three-quarters cup of sugar,
One cup of milk,
One whole egg,
One egg yolk,
One teaspoon of vanilla,
One-quarter teaspoon of nutmeg.

Be sure to thoroughly mix and then grease individual custard cups well and dust with sugar. Fill with the pudding and set the cups in a baking pan containing hot water and bake in a slow oven until firm to touch in the center.

Cool and then loosen the pudding with a sharp knife and turn on a service plate, and spread the pudding thickly with jam and then cover with meringe.

YARDLEY'S
Old English
Lavender
Soap
Old English Lavender Soap

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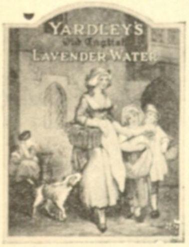
By Appointment

Yardley's
Old English Lavender Soap

THE delicate fragrance of Yardley's Old English Lavender has been loved by fair English maids for over a century. It is peculiarly refreshing in the Lavender Soap, *a really fine soap* with a rich, creamy lather that cleanses and soothes the daintiest skin.

Done also into a superfine English powder, velvet smooth and *rightly* clinging; obtainable in Face Powder Compact, and a smart gun metal Double Vanity.

Also in Toilet Water, Bath Salts, Shampoo, Talc.


YARDLEY'S
Old English
LAVENDER WATER

YARDLEY *8 New Bond Street* LONDON

FRUIT BUTTER

Soak prunes and apricots over night if possible. Stew one pound of prunes and one-half pound of apricots until very soft in barely enough water to cover. Rub through a sieve; then return to saucepan and cook slowly until thick like apple butter. Do not add sugar. Care must be taken so that this mixture does not burn. It is a natural laxative, and is delicious on toast.

ORANGE TARTS

Prepare a plain pastry, then roll thin on a well-floured board. Cut in four-inch squares and place one tablespoonful of orange cream in the center. Brush the edges with water. Fold into triangles, pressing the edges firmly. Then wash with glaze made of one tablespoonful of syrup and four tablespoonfuls of milk. Bake for twenty minutes in moderate oven.

STEWED FIGS

Soak the figs for a few hours; then place in a saucepan. Cook slowly until the figs are plump and tender, usually about one hour. Do not add sugar. The laxative quality of figs is well known.

ORANGE CREAM

Juice of one orange,
One-half cup of sugar,
Two teaspoonfuls of cornstarch.

Dissolve the orange juice and sugar and then add starch. Cook until clear and thick, then take from fire and add juice of one-half lemon and one tablespoonful of butter. Use as directed.

FRUIT ROLL

Make pastry of
One cupful of flour,
One-half teaspoonful of salt,
One teaspoonful of baking powder.
Four tablespoonfuls of shortening,
Five tablespoonfuls of water.

Mix the dry ingredients, then rub in the shortening. Mix the dough with water. Roll on a well-floured pastry board one-fourth inch thick. Peel and cut in very thin slices three apples; lay on the prepared pastry. Season with nutmeg and sugar. Roll like jelly roll. Place in a well greased and floured bake pan. Bake for thirty minutes in a moderate oven.

Pour over the fruit roll four tablespoonfuls of sugar dissolved in one-half cupful of water before placing in the oven.

BANANA FRITTERS

Peel and cut in half medium-sized bananas. Place in a deep bowl and pour over them the strained juice of one lemon. Let this stand for one hour, then dip in a prepared batter. Fry until golden brown in boiling fat. Serve with honey or fruit sauce.

TO MAKE THE BATTER FOR THE BANANA FRITTERS

One-half cupful of flour,
One-half teaspoonful of salt,
One teaspoonful of baking powder,
One-half cupful of milk,
One teaspoonful of melted butter.

Mix in the order given, beating well. Dip the prepared bananas in, taking care to cover them well with the batter.

WATERMELON SYRUP

Remove all the pulp from the watermelon and chop it fine. Place this pulp, together with all the watermelon juice, in a preserving kettle and boil until the mixture can be put through a fine sieve. Return to the kettle and cook to the desired consistency. This syrup is delicious on cereals, hot cakes and mush.

COLONIAL LEMON CREAM

Two and one-half tablespoonfuls cornstarch.
One cupful of water.

Dissolve the starch in the water and bring to a boil. Then add
Yolk of one egg,
One-half cupful sugar,
Rind and juice of one lemon.

Then cook for five minutes and take from fire and add whites of eggs, beaten until stiff. Beat until fluffy, then set on ice. Use as sauce or to fill pastry shells.

QUINCE JELLY

Wash twelve quinces and cut in small pieces. Do not core or pare. Cover with cold water and bring to a boil. Cook slowly until fruit is soft. Turn into jelly and let juice drip. Measure juice and return to saucepan. Bring to boil and cook for ten minutes. Allow three-quarters cupful of sugar to each cupful of juice. Add sugar and cook ten minutes. Pour in glasses and seal in the usual manner. Rub the pulp left in the jelly bag through a fine sieve and then measure. Place in kettle and add one-half cupful of sugar to each cup of pulp. Cook until thick, and then pour into glasses. Store in usual manner.

ORANGE PIE

Line a pie tin with plain pastry. Peel and cut in small pieces two oranges. Place in saucepan and add one cupful of water and three tablespoonfuls of cornstarch. Bring to the boiling point, then take from fire and add one-half cupful of sugar and one well-beaten egg. Mix well; pour in prepared pie tins and bake for twenty minutes.

CUSTARD SAUCE

One cupful of milk,
One tablespoonful of cornstarch,
Yolk of one egg,
One-half cup of sugar,
One teaspoonful of vanilla.

Blend starch and milk, then cook. Add yolk of one egg. Beat well, then take from fire and add sugar and flavoring. Cool and serve.

PRUNE SALAD

One-half cupful stoned prunes,
Two tablespoonfuls cheese,
One orange.

Fill cavities of prunes with the cheese. Slice the orange and cut each slice in half, then line a bowl with lettuce leaves, lay in the slices of orange, then the prunes cut in half and garnished with strips of pimentoes. Serve with fruit dressing.

SNOW PUDDING

One cup of water,
Three tablespoonfuls of cornstarch,
One-half cupful of sugar,
One teaspoonful of vanilla,
White of one egg.

Dissolve the starch in water and cook until clear; now add one-half cupful of sugar, one teaspoonful of vanilla and stiffly beaten white of egg. Pour into custard cups to mold. Serve with custard sauce.

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Luxor Toilet Requisites

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You can place utmost confidence in any article that bears the name "LUXOR." And under that name are manufactured toilet articles of every description—dainty powders and rouges—soothing face creams—exquisite perfumes—anything that assists Miladi to enhance her native beauty and add to her comfort.

All are of utmost quality—and — all bear an absolute guarantee of purity.

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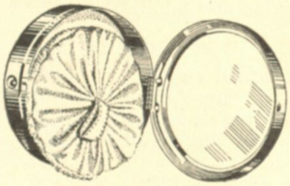

Luxor TRADE MARK **Rouge Parfait**

Imparts to the complexion the natural glow of perfect health. Wonderful adhering qualities. No woman knows how charming she can be until she has used Luxor, the perfect rouge.

Prepared in solid tablet form, encased in gold finished boxes and available in both chatelaine and boudoir sizes.

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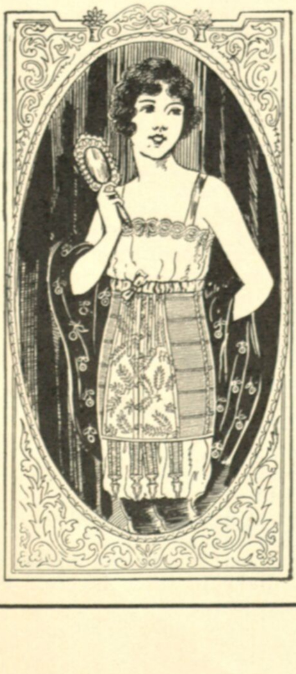
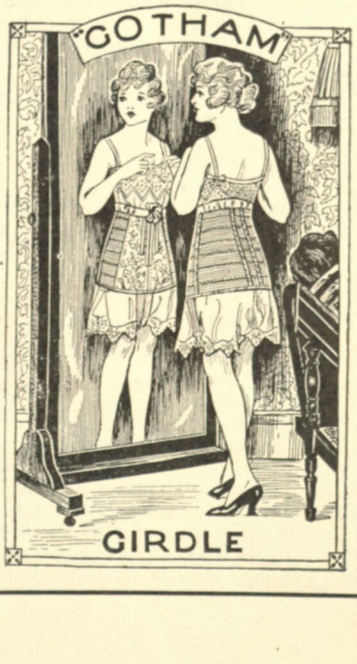


Gotham Elastic Girdles

Loveman, Joseph and Loeb



TO MAKE SPONGE CAKE WEIGHING ONE POUND AT COST OF TWENTY-FIVE CENTS

Here is the recipe for making a delicious sponge cake which weighs one pound at a cost of less than twenty-five cents. The cost is divided as follows:

One cupful sugar, one-half pound, four cents.
One cupful flour, one-quarter pound, one and one-half cents.
Two teaspoonfuls baking powder, one cent.
Three eggs at forty-eight cents a dozen, twelve cents.
Gas, one and one-half cents.

HOW IT IS MADE

One cupful sugar,
Yolk of three eggs.

Cream together against the side of the bowl, using the back of the spoon, until light and lemon colored, then add:

Four tablespoonfuls water,
One cupful flour,
Two teaspoonfuls baking powder.

Beat well to thoroughly mix. Cut and fold in the stiffly beaten whites of three eggs. Bake in a moderate oven at 275 degrees Fahrenheit from forty-five to fifty minutes. Then cool.

HOW TO BEAT WHITES OF EGGS

Use a Dover or Ladd beater. Place the whites of eggs in a deep bowl and proceed to beat until, when you lift the beater, the tiny points of white of eggs stand perfectly straight. If they turn over they are not beaten sufficiently.

HOW TO CUT AND FOLD IN WHITES

Remove the whites of eggs with a spatula from the bowl. Do not stir or beat while transferring the whites of eggs into the cake mixture. Lift the spoon and remove all the cake mixture from it so that all the mixture will be even.

Cut through the white of egg and cake mixture from the center of the bowl to the sides of the bowl. Turn the contents of the spoon over; this is the folding part. Turn the bowl each time you fold, and cut the mixture from the center, so that you will mix evenly. Just as soon as the white of eggs are mixed pour the mixture into a pan and bake.

BAKING THE CAKE

Tube, Turk's head or shallow, square pans are suitable. Grease the pan carefully. Sprinkle with flour, then knock the edge of the pan against the rim of a bowl; this removes all excess flour.

For successful results use a portable oven thermometer. Light the oven for four minutes, then turn down the burners until a steady heat is maintained.

When baked test with a clean broom-splint or tooth pick. If the splint or pick is dry when removed after it is plunged into the cake, the cake is baked. Always test the cake near the center. Press the cake with the fingers. If it is firm and does not sink, the cake is baked.

LOUISIANA CRULLERS

One cupful of sour cream,
One cupful of sugar,
One level teaspoonful of baking soda,
One level teaspoonful of nutmeg,
One egg.

Beat to thoroughly blend and then add four and one-half cupsful of flour. Roll out on a floured pastry board and then cut and fry in hot vegetable cooking oil until they are golden brown. The temperature for cooking the crullers in the oil is 360 degrees Fahrenheit.

TIFFANY CAKE

Make a sponge cake of
Yolk of three eggs, creamed until light lemon color,
One cupful of sugar,
Four tablespoonfuls of water,
One cupful of flour,
Two teaspoonfuls of baking powder.

Beat well to mix. Then carefully fold in the stiffly beaten whites of eggs. Bake in square pan one inch deep for forty-five minutes, Cool, then split and fill with whites of two eggs, beaten very stiff, then fold in four tablespoonfuls of sugar and four tablespoonfuls of currant jelly. Spread on top for icing one ounce of butter and one-half cupful of sugar.

Make rose with pastry tube on each cut. This amount will make eight portions.

The left-over yolk of eggs may be used in the salad dressing, using two egg yolks in place of one egg.

FOR BUTTER SPONGE

Use a sponge mixture, adding three tablespoonfuls of melted butter to the sugar before adding to the yolk of eggs. Ice the sponge cake with water icing made from three tablespoonfuls of water and enough sugar to spread. Add the sugar to the water slowly, beating continuously. This amount will take little more than one-half cupful of sugar. Be sure you use confectioners' sugar; pulverized sugar will not do.

Seven eggs are used in a pound cake.

SOFT COOKIES

Place in a saucepan
One cupful of molasses,
Six tablespoonfuls of shortening,
Bring to a boil, and then add
One teaspoonful of ginger,
One and one-half teaspoonfuls of cinnamon,
One-half teaspoonful of allspice.

Stir to blend and then take from fire and let cool. Now add

One egg,
One cupful of sour milk,
One teaspoonful of baking soda.

Beat with a Dover egg-beater to blend and then add sufficient flour to make a soft dough that can be handled, usually about six cupfuls. Form into balls the size of a walnut and then flatten between the hands. Bake upon a greased and floured inverted baking pan in a moderate oven for about ten minutes.

ANGEL CAKE

One cupful flour,
Three-fourths cupful sugar,
One teaspoonful cream of tartar,
One-fourth teaspoonful salt,
One cupful white of eggs.

Sift four times. Beat one cup of whites of eggs until stiff, adding one teaspoonful of vanilla. Now cut and fold the flour mixture. Pour into pan without greasing. Use a buttered paper on the bottom pan. Bake for forty minutes.

CHOCOLATE CAKE

One cupful of sugar,
Five tablespoonfuls of shortening,
Yolk of two eggs.
Cream until a light, frothy lemon color. Then add
Three-quarters cupful of milk,
Two cupfuls of flour,
Three teaspoonfuls of baking powder,
Eight tablespoonfuls of cocoa.

Beat in the order given, fold in the whites of two eggs, beaten stiff. Bake in three layers. Put together with chocolate icing.

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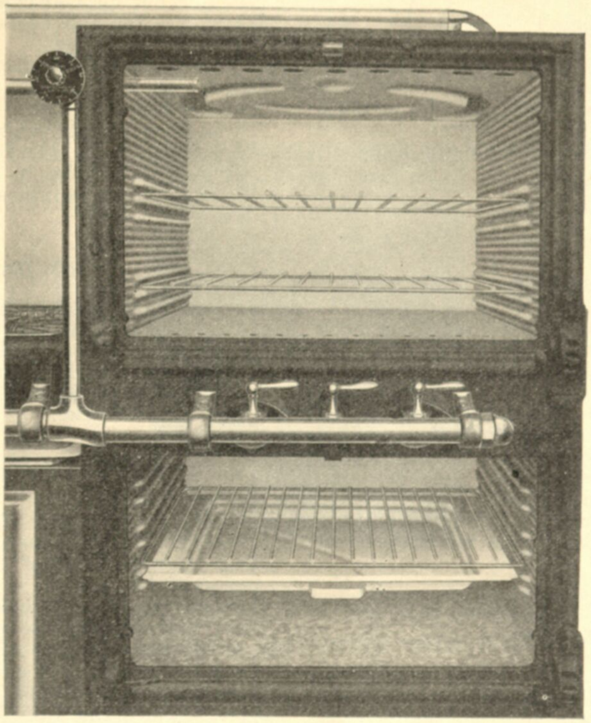


Illustration shows interior of the bake oven and boiler in an Estate Gas Range with the Thermo-Estate Oven Heat Control

HAVE A GOOD LOOK AT THE OVEN BEFORE YOU BUY A GAS RANGE

For the oven is the heart of a gas range—the vital point in its construction. You can boil water and fry eggs on any ordinary gas jet, but you cannot expect to turn out good baking in an oven which is not properly designed.

The oven of the Estate Gas Range differs from all others in that there are no openings in the sides of the oven—no chance for the products of combustion to enter the oven. The construction of this oven insures better, sweeter, more wholesome baking and roasting and absolute uniformity of heat in every part of the oven.

Another big advantage of this construction is the additional baking capacity in either side, there is at least one inch of space at each side, which cannot be utilized. In the Estate Oven baking can be placed flush up against the walls. This means that an 18-inch Estate Oven has the baking capacity of an ordinary 20-inch oven.

Mrs. Wilson is using the Estate Gas Range exclusively in her Birmingham demonstration. Get her opinion of it.

Estate
GAS RANGES
Bake with Fresh Air

#5-578-209

SOUR-CREAM CAKE FILLING

One-half cupful of thick, sour cream. Beat until stiff, and then add:

One-half cupful XXXX sugar,
One teaspoonful of vanilla,
Three-quarters cupful of finely chopped nuts, raisins, dates and figs.

Blend well and then cut and fold into the mixture the stiffly beaten white of an egg. Spread between the layers of a cake and then sprinkle the cocoanut over it. Place the cake together.

FRUIT CAKE

One-half cupful of brown sugar,
One cupful of molasses,
Two tablespoonfuls of cocoa,
One egg,
One and one-half level teaspoonfuls of baking soda.

Dissolve the soda in part of the cream and then add to the remainder of the ingredients. Beat well to mix and then add:

Three and one-half cupsful of sifted flour,
One and one-half teaspoonfuls of cinnamon,
One teaspoonful of nutmeg,
One cupful of seeded raisins,
One-half cupful of chopped nuts.

Beat to thoroughly mix and then pour in a greased and floured cake pan and bake in a moderate oven for one hour.

CHOCOLATE ICING

Five tablespoonfuls of hot coffee,
Two ounces of chocolate,
XXXX sugar to spread.

Melt the chocolate in boiling coffee, then add the sugar to spread. Ice the cake and then let it stand until set.

SALLY LUNN (Kentucky)

One cupful sour milk,
Two tablespoonfuls melted butter,
Two tablespoonfuls sugar,
One teaspoonful salt,
Three-quarters teaspoonful soda,
Two well-beaten eggs,
Two cupfuls of flour.

Mix in order given, beating hard for three minutes. Then pour into a well-greased pan and bake in a moderate oven for thirty minutes. This may be baked in layer-cake pans.

BANANA CAKE

One-half cupful sugar,
Yolk of one egg,
Cream until a light lemon color, then add
Five tablespoonfuls water,
Three-fourths cupful flour,
One and one-half teaspoonfuls baking powder.

Beat well to mix, then carefully fold in the stiffly beaten white of the egg; bake in an eight-inch layer cake pan eighteen minutes in a hot oven. Cool, split and fill with crushed bananas.

NUT CAKE

Yolk of one egg,
One cupful of sugar,
Four tablespoonfuls of peanut butter,
Four tablespoonfuls shortening,
Two cupsful flour,
Three teaspoonfuls of baking powder,
One-half cup finely chopped nuts.

Cream five minutes, then beat well to thoroughly mix. Now carefully fold in the stiffly beaten white of egg. Pour into a well-greased and floured tube pan. Bake for thirty-five minutes in a moderate oven. Ice with water icing.

MOCHA CAKE

To make Mocha Cake.
One and one-quarter cups sugar,
Three-quarter cup butter,
Yolks of three eggs.
Cream until a light, frothy lemon color, then add
Three cups of flour,
One cupful milk,
Three teaspoonfuls baking powder.

Beat well, to mix, then fold in stiffly beaten whites of three eggs. Bake in three layers in moderate oven for eighteen mintues. Cool and put together with Mocha icing.

MOCHA ICING

Dissolve 3 tablespoonfuls of Runkle's cocoa in one-half cupful of strong coffee. Bring to boil, cooking for two minutes. Take from fire and add one teaspoonful of vanilla extract and sufficient XXXX sugar to spread. Spread between layers and cover top and sides of cake.

WHITE MOUNTAIN CAKE

Yolks of two eggs,
Three-quarters cupful of sugar,
Cream until light lemon color, add
Two tablespoonfuls of water,
One cupful of flour,
Two teaspoonfuls of baking powder.

Beat well together to mix and carefully fold in the stiffly beaten white of two eggs.

Pour in well-greased and floured layer cake pans and bake in a moderate oven for fifteen minutes. Cool and place the white mountain filling between the layers and dust top of cake with pulverized sugar.

TWO-IN-ONE CAKE

GINGERBREAD COOKIES

One cupful of molasses,
One-half cupful of sour milk,
Five tablespoonfuls of shortening (melted),
One egg,
One level teaspoonful of baking soda,
Two level teaspoonfuls of ginger,
One level teaspoonful of allspice,
One-half level teaspoonful of nutmeg,
One level teaspoonful of cinnamon,
One-half level teaspoonful of salt,
Two cupfuls of flour.

Dissolve soda in sour milk, then add molasses and balance of ingredients. Beat well to mix. Pour two-thirds into baking pan and bake in a moderate oven for thirty-five minutes. Add sufficient flour to the balance of the dough to roll. Then form into small balls, flattening them between the hands very thin. Bake on the bottom of a baking pan for ten minutes in hot oven. This method saves rolling.

OLD-FASHIONED STRAWBERRY SHORTCAKE

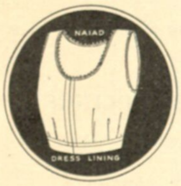
Two cupfuls of flour,
One teaspoonful of salt,
Four teaspoonfuls of baking powder.

Sift together twice, then rub in six tablespoonfuls of shortening. When fine and crumbly add

Three-fourths cupful of milk.

Knead well, pat or roll out to one-half inch thick. Cut with a three-inch biscuit cutter. Brush the tops of the biscuits with melted butter. Bake in hot oven for fifteen minutes. Split, then butter and fill with crushed and sweetened berries. Serve with cream or Colonial fruit sauce.

The Crowning Attribute of Lovely Woman is Cleanliness



NAIAD
DRESS LINING

IN Grandma's time making a dress was indeed a task, so big a task that Grandma's wardrobe was hopelessly limited, Grandma seldom had more than one really "best" dress and no wonder when you recall the intricate details of construction, and Grandma lacked things to work with, perhaps there wasn't even a sewing machine, certainly she did not have a lovely ready made lining like a

NAIAD DRESS LINING

to simplify her dressmaking and to give fit and finish to her dress.

Could you go back to Grandma's day and be content with one best dress, could you, would you cut and sew and fit and sew again for days and days to make a dress?

Fortunately you cannot turn back the wheels of progress—happily there is no need to work for days and days to make a dress—no, styles are simpler than in Grandma's day—ready aids are right at hand and not the least of these are:

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Perfect in fit, exquisitely made in attractive materials.
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LOVEMAN, JOSEPH & LOEB

The C. C Conover Company, Manufacturers

101 FRANKLIN ST. NEW YORK FACTORY: RED BANK, N. J.

FRUIT CAKE

Fruit cake, royal queen that she is, has never been superseded. She leads and all others follow. Two hundred years ago fruit cake was an indispensable feature of every feast of note, and the reveler of today holds it equally high in favor.

Before starting look carefully over the recipe; collect and arrange the materials. Have a table large enough to hold the things that you are working with comfortably. Prepare the pans, grease and dust them with flour and then line them with five or six thicknesses of paper. Dry the flour before sifting. All currants and raisins, nowadays, are labeled "cleaned," but they must be carefully inspected, nevertheless.

The nuts should be finely chopped; the candied peels and citrons cut very thin with a pair of sharp, clean scissors. Dredge all fruits with a cup of flour, taken from the amount called for in the recipe.

When once the mixing is started do not let interruption interfere until the cake is placed safely in the oven. Bake it no fewer than four hours. Take from the pan, and when cold wrap in a clean towel, shut it away in an airtight can or box to blend.

KING OF FRUIT CAKE

One-half pound of sugar,
Six eggs.
One cupful of grape juice,
One teaspoonful of nutmeg,
One teaspoonful of ginger,
One-quarter pound of shortening,
One teaspoonful of soda,
One cupful of sour cream,
One teaspoonful of cloves,
Juice of one lemon,
Rind of one lemon,
One glass of jelly,
One glass of preserves,
One cupful of molasses,
One and one-half pounds of flour,
One pound of figs,
Three-quarter pound of citron,
One pound of currants,
One pound of dates,
Two pounds of raisins.

Chop the citron and figs fine, then stone the dates, chop fine and mix the currants and raisins and one-half the flour. Cream the shortening and sugar; add eggs, spices, one-half flour; stir the soda in the cream and mix with the molasses. Add to the cake, then add the lemon rind and juice, also grape juice, and lastly add the floured fruit. Bake for three hours in a slow oven. This cake weighs ten pounds baked.

TO MAKE COLONIAL FRUIT SAUCE

One cupful of berries,
One cupful of sugar,
White of one egg.

Place in a deep bowl or pitcher and beat with Dover egg-beater for fifteen minutes. You will have a pitcher of light frothy sauce that will keep in a cool place for two or three days.

STRAWBERRY PARFAIT

Make a fruit meringue with
White of one egg,
One-half glass of jelly.

Beat until this mixture forms a very stiff meringue. Divide in half and to one portion add one and one-half cupfuls of crushed and sweetened berries. Fill into tall stemmed glasses and top off with the balance of the meringue. Garnish with strawberry and then set near the ice to chill.

STRAWBERRY TARTS

Pick the berries, then wash and drain. Cover one quart of berries with one cupful of sugar. Place in saucepan and cook gently until soft, adding
Two tablespoonfuls of gelatin,
Two tablespoonfuls of water.

Dissolve the gelatin in water, add to prepared berries. Cool and fill into individual tart pans, which have been lined with pastry. Bake in moderate oven for twenty minutes. Serve with whipped cream or plain.

STRAWBERRY FOAM

One cupful of mashed strawberries,
One cupful of sugar,
White of an egg.

Place in a deep bowl and beat until light and frothy.

The sauce will keep four or five days in a refrigerator.

STRAWBERRY DUMPLINGS

Make a pastry of the following:
One cupful of flour,
Two teaspoonfuls of baking powder,
One-half teaspoonful of salt,
Three tablespoonfuls of shortening.

Mix dry ingredients and rub in the shortening, then mix to a dough with seven tablespoonfuls of water. Roll very thin on well-floured board. Cut in four-inch squares and fill center with washed and hulled berries. Work dough over fruit to close; tie in dumpling cloth, plunge into boiling water and cook twenty minutes; lift, drain and serve at once with strawberry foam.

STRAWBERRY TAPIOCA

Wash five tablespoonfuls of pear tapioca in plenty of cold water. Place in a saucepan and add two cupfuls of cold water. Cook slowly until the tapioca is soft and clear. Now add
One cupful of milk,
One beaten egg,
One cupful of crushed berries,
Three-quarters cupful of white syrup.

Mix and then bring to the boiling point. Pour into individual custard cups. Cool. Serve with a large berry on top.

RASPBERRY CUSTARD

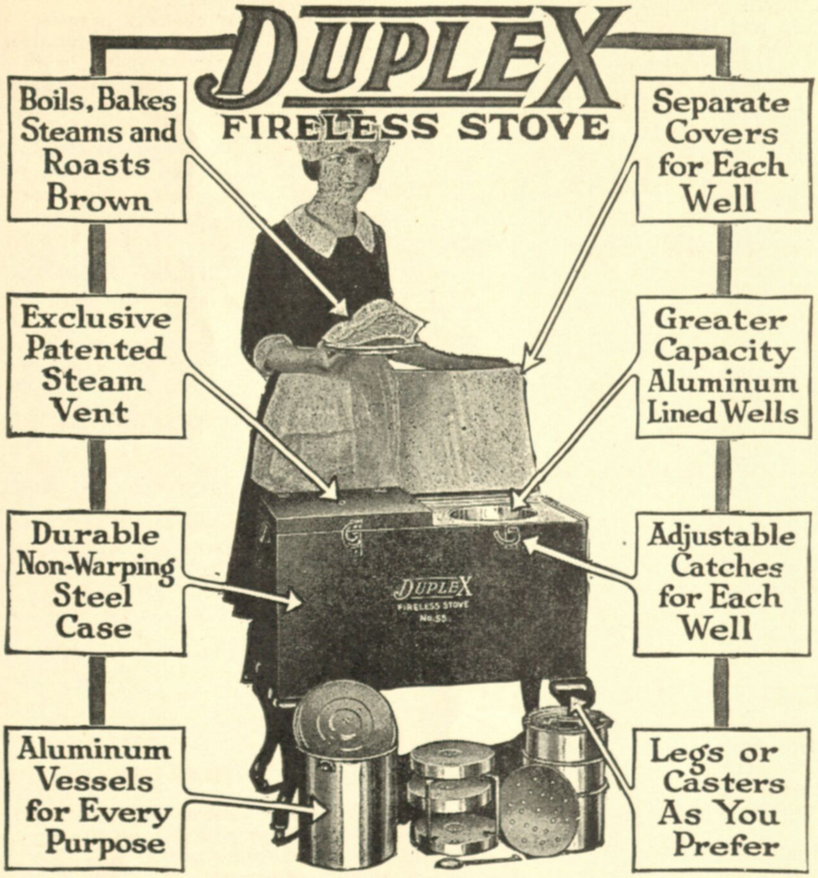
Two cupfuls of milk,
Five tablespoonfuls of cornstarch.

Dissolve starch in milk and bring to a boil. Cook for three minutes. Remove from fire and add
Yolk of one egg,
One-half cupful of sugar,
One-quarter teaspoonful of salt.

Beat well, then pour into individual molds. Set aside to cool. To serve, turn from molds and cover with crushed and sweetened raspberries; garnish with a meringue made from stiffly beaten white of one egg and three tablespoonfuls of pulverized sugar.

RHUBARB DUMPLINGS BAKED

Make regular pie pastry. Roll out one-quarter inch thick. Cut in three-inch squares. Brush with milk, then lay rhubarb in center and sprinkle with sugar. Fasten the corners, fold dough to dumpling shape, then bake in moderate oven for twenty minutes. Serve with hard sauce.


DUPLEX
FIRELESS STOVE
Boils, Bakes Steams and Roasts Brown
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Aluminum Vessels for Every Purpose
Separate Covers for Each Well
Greater Capacity Aluminum Lined Wells
Adjustable Catches for Each Well
Legs or Casters As You Prefer
DUPLEX FIRELESS STOVE No. 55

A Duplex Fireless Stove will start the first day in cutting down fuel bills on every recipe that calls for slow thorough cooking. It will make greater savings in cooking less expensive cuts of meat tender and savory with all the natural juices retained. It saves time, trouble and money enough to make it a necessity in your kitchen.

The words "cook slowly" in your cook book might well read, "Use your Duplex Fireless Stove." It bakes, roasts, boils, stews and steams—opens the way to a wide range of delicious dishes—and saves its cost in time and fuel.

There's nothing complicated about using the Duplex Fireless Stove. You cook just as you have always cooked,—but without the long hours, the bother, and the big fuel expense.

FOR SALE BY

Loveman, Joseph & Loeb

CHERRIES

The delicious, luscious cherry claims Persia as its original home. Yet many of us think of the cherry blossom time in Japan, which usually occurs in the latter part of May and the early part of June, as the true time for the cherry.

On the Pacific coast, in California and in Oregon, the dry temperate climate of this famous orchard district is favorable for the growth and the highest perfection of this delicious fruit.

The early Romans were familiar with about eight varieties of cherry, which is smaller in size and decidedly more aromatic than the cultivated cherry, for distilling purposes. The natural sweetness of the wild cherry made it a great favorite for cordials, syrups, etc.

Wild cherries in Europe are considered a staple article of diet. Formerly the schools closed so as to allow the children to help in the harvest of this delicious fruit. In this way the fruit was conserved for winter use and made into jams and preserves; then, too, by stoning and drying, this fruit becomes the pitted cherry of commerce. The black or Marasco cherry of Dalmatia is a great favorite for both drying and distilling cordials and vinegars.

The beautiful, light, rosy-cheeked cherry known as the waxy cherry is so named because of its waxy appearance; it is used mostly for canning.

This popular fruit is delicious either raw, canned or preserved. Maraschino cherries are well known. Cherries are the ingredient of maraschino and kirschvasser. Under the skillful hand and watchful eye of the landscape gardener, the cherry has reached perfection.

CHERRY DUMPLINGS

Prepare a dough of
One and one-half cupfuls of barley flour,
One teaspoonful of salt,
Three teaspoonfuls of baking powder,
One-half cupful of syrup,
One egg,
One cupful of stoned cherries,
Two tablespoonfuls of shortening,
Seven tablespoonfuls of water.

Mix and then place two large tablespoonfuls in well-greased custard cups. Bake in a moderate oven for twenty-five minutes. Serve with cherry sauce.

CHERRY SAUCE

One cupful of syrup,
One and one-half cupfuls of cherries,
One-half cupful of water,
Two tablespoonfuls of cornstarch.

Dissolve the starch in the water and add to the syrup and fruit. Bring to a boil and cook slowly for five minutes. Serve.

CHERRY SALAD

Stone a sufficient quantity of cherries to measure one cupful. Save all the juice. Add
One cupful of cocoanut,
One banana,
One apple or pear, cut in dice,

Shake or toss to thoroughly mix. Now prepare a fruit dressing of
One-half cupful of syrup,
One-half cupful of water,
Two tablespoonfuls of cornstarch.

Dissolve the starch in the water and bring to a boil. Cook for five minutes, and then add
Juice of one lemon,
One teaspoonful of vanilla extract,
Yolk of one egg.

Beat to mix and then carefully fold in the stiffly beaten white of egg. Serve the salad on a lettuce.

CHERRY CUSTARD PIE

Line a deep pie tin with wartime pastry. Now make a custard of
One cupful of milk,
One cupful of cooked cherries,
Two tablespoonfuls of cornstarch.

Dissolve the starch in the milk and then add the cherries. Bring to a boil and then remove from the fire. Add the yolk of one egg. Cool and then pour into the pastry. Bake in a moderate oven for twenty minutes. Now cook one cupful of crystal white syrup until it reaches 221 degrees Fahrenheit, using the candy thermometer. Cool and then pour slowly upon the stiffly beaten whites of egg. Beat the meringue until stiff and then pile on the custard pie.

CHERRY MERINGUE

Line a pie tin with good pastry and fill plate with stoned and cooked cherries. Bake in a moderate oven for twenty-five minutes. When cool cover with a meringue made of one white of egg and four tablespoonfuls of sugar. Put in oven to brown.

CHERRY FRITTERS

Make a drop batter of
One-quarter cupful of syrup,
Six tablespoonfuls of water,
One teaspoonful of shortening,
One egg,
One cupful of barley flour,
Four tablespoonfuls of cornstarch,
Two teaspoonfuls of baking powder,
One-half teaspoonful of salt,
One cupful of stoned cherries.

Mix and then fry until golden brown in hot vegetable oil. Drain on a paper napkin and then serve with cherry sauce or whip as prepared in rice recipe.

JAPAN DESSERT

Wash one-quarter cupful of rice in plenty of water, then place in a saucepan containing two and one-quarter cupfuls of boiling water. Cook until the rice is soft and the water absorbed. Now, while the rice is cooking, prepare, by stoning, a sufficient amount of cherries to measure one and one-half cupfuls. Place in a saucepan and add one cupful of syrup. Cook until 221 degrees Fahrenheit is reached, or until the syrup spins a fine thread from a fork. Chill and then pour over the white of two eggs. Beat until a stiff meringue is formed. Fold in the cooked and chilled rice. Serve with sunshine sauce.

SUNSHINE SAUCE

One cupful of syrup,
One cupful of water,
Three tablespoonfuls of cornstarch.

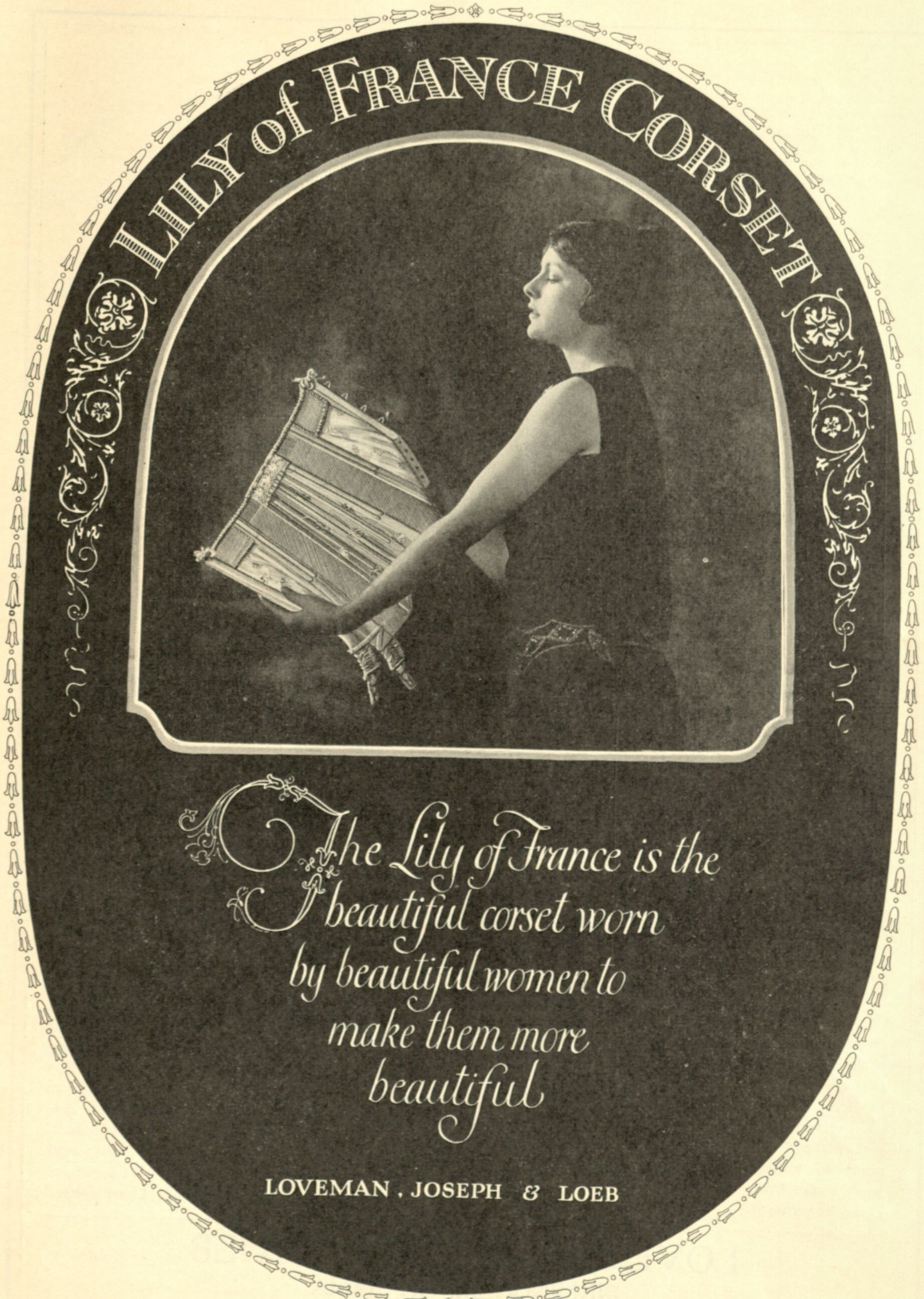
Dissolve the starch in the water and then add the syrup. Bring to a boil and then cook for five minutes. Now remove from the fire and add
Yolks of two eggs,
One teaspoonful of vanilla.

Beat with a Dover egg-beater to thoroughly mix. This amount will serve eight people.

FRENCH POUND CAKE

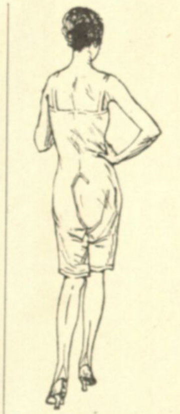
Three-quarter pound shortening,
One pound sugar,
Yolks of seven eggs,
One teaspoonful mace,
Cream until light lemon color, then add
One and one-half cupsful milk,
One pound flour,
Four teaspoonfuls baking powder.

Beat hard for ten minutes, then fold in, mixing thoroughly the stiffly beaten white of eggs. Pour in well greased and floured pan. Bake fifty-five minutes in moderate oven. This cake weighs nearly four pounds when baked.


LILY of FRANCE CORSET
The Lily of France is the beautiful corset worn by beautiful women to make them more beautiful
LOVEMAN, JOSEPH & LOEB

Kayser

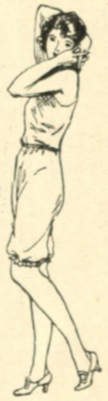
Kayser Knit Underwear



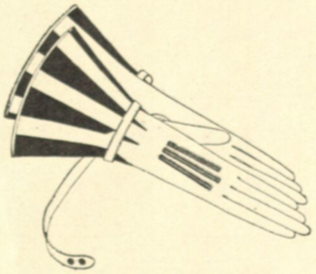
One feature of the Kayser Knit Union Suit is the back; it is cut narrower than the front, making the straps come higher on the shoulders so they cannot slip off. The finest yarns go into the Kayser Knit union suit. Every piece in the suit is cut individually by hand; it is really tailored. The flat lock seams throughout are an example of the care that goes to make comfort in this garment.

Kayser Italian Silk Underwear

In the long run, Kayser Knit Underwear costs less because it is made perfectly of high-grade silk. An example of the exceptional wear it gives is the *Marvelfit* feature in union suits and bloomers; the crotch is reinforced in such a way as to get a minimum of strain — an exclusive Kayser feature. Kayser Silk Underwear launders easily; and it fits comfortably, because it is cut right in the right size.

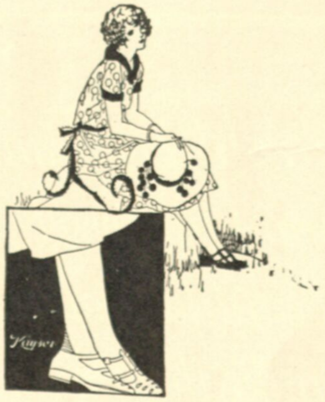


Kayser Silk Gloves



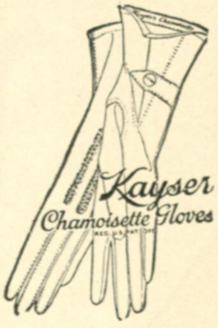
Every motion of the hand, gloved with Kayser, but emphasizes the perfect fit and the richness of the fabric. Kayser Silk Gloves give good service through a long life of wear; the double finger tips are made to withstand wear, where wear comes first. For sale in our glove department.

Kayser Silk Hosiery



For correct style, for honest durability, for perfect fit, Kayser Silk Hosiery has won an undisputed reputation among women of good taste. Kayser Silk Hosiery comes in Italian Silk and Thread Silk. Look for the slipper heel in some styles that makes the ankle appear slender.

Kayser
Chamoisette Gloves



SNUG-FITTING gloves that any woman is proud to wear—gloves that lend grace to the hand and charm to the costume—are but a few reasons why you will want several pairs. They are made well, wear well and wash well. The genuine are marked "Kayser Chamoisette."

LOVEMAN, JOSEPH & LOEB
BIRMINGHAM, ALABAMA

Everyone knows it's Propper Hose

H. A. Atwell Chgo. 16.

ROYAL CUP
THE COFFEE

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Battertons
ROYAL
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COFFEE
ROASTED AND PACKED BY
BATTERTON COFFEE
BIRMINGHAM, ALA

PARTICULAR HOUSEWIVES USE

ROYAL CUP isn't the largest selling, quality brand in Birmingham simply because it is the product of a Birmingham firm. Birmingham housewives would demand its superior aroma even if it were not a Birmingham institution.

——:o:——

ROYAL CUP IS A DELICIOUS BLEND

Royal Cup Coffee is the result of careful and accurate blending. No one variety could supply the fullness of boquet, the richness of flavor and the delicious aroma that is blended into Royal Cup.

EVERY PACKAGE IS THE SAME

Accurate blending is the secret of Royal Cup's success. Every pound is like every other pound. Every modern process for sanitary packing is employed. Every grain is thoroughly cleansed before packing. Every cup is a royal treat to the discriminating coffee drinker.
Royal Cup coffee is sold by all good grocers.

BATTERTON COFFEE CO

Makers of Solite

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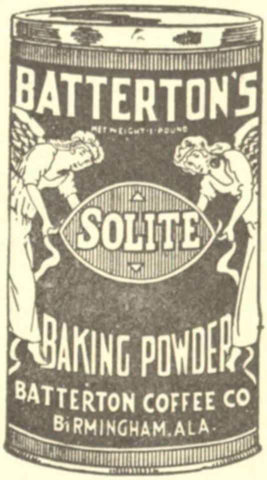
SOLITE

THE BAKING POWDER



GOOD COOKS ALWAYS DEMAND

SOLITE baking powder wasn't placed on the market simply to give American housewives another baking powder—but to give them a better baking powder. Scientific research made SOLITE possible—its merit, and only that, has made it successful.

—:o:—

AN AID TO SUCCESSFUL BAKING

For bread that rises inches above the pan, for biscuit of flaky lightness, for cakes that attain the limit of toothsomeness USE SOLITE. Solite eliminates chance—it assures results.

SOLITE IS 100% PURE

Solite is a 100% pure Batterton product. No baking powder on earth employs superior ingredients. Every member of the organization from the chemists who mix the formula to the girls who label the cans does his or her best to maintain the quality that has made for the remarkable success of this comparatively new household achievement—SOLITE.

MPANY, ROASTERS and BLENDERS of COFFEE,
TEAS, SPICES and COCA,

Baking Powder

CHERRY PIE

Make a war pastry and then line a pie tin. Prepare a Swiss cherry filling:

One and one-half cupsful of cherries,
One cupful of syrup,
Three tablespoonfuls of cornstarch, dissolved in
Three tablespoonfuls of water.

Bring quickly to a boil and then cool. Fill into the crust. Place lattice-like strips across the top of the pie. Brush with egg wash. Bake in a hot oven for twenty minutes.

CHERRY JAM

Wash, stem and pit the fruit, then measure. Now place in a preserving kettle and add

One cupful of crystal white syrup,
One-half cupful of sugar

to each three cups of prepared fruit. Cook until 221 degrees Fahrenheit is reached on the candy thermometer. Pour into sterilized glasses and then allow to cool. Cover with paraffin and store in the usual manner.

CHERRY SYRUP

Use the soft and bruised fruit for this purpose. Stem and wash but do not stone. Place in a kettle and cover with cold water. Bring to a boil and then cook slowly until the fruit is very soft. Strain through a jelly bag and then return to the kettle. Add

One quart of crystal white syrup,
One cupful of sugar

to every three quarts of juice. Bring to a boil and then cook for eight minutes. Fill into sterilized bottles. Seal and then dip the tops of the bottles in melted paraffin.

This fruit syrup may be used for summer drinks, on hot cakes, waffles, puddings, etc.

CHERRY ROLL

Make a plain pastry of

One cupful of flour,
One-half teaspoonful salt,
One teaspoonful baking powder,
Four tablespoonful shortening,
One-quarter cupful of water.

Mix dry ingredients, rub in shortening, add water; mix to dough. Roll one-quarter inch thick on well-floured pastry board. Spread with cherries, stoned, and chopped fine. Sprinkle over the cherries one-half cupful of brown sugar, roll the dough like a jelly roll. Place in a well-greased and floured pan, pouring three-fourths cupful of water and four tablespoonfuls of sugar over the roll as you place it in the oven. Bake in moderate oven thirty-five minutes. Serve with fruit sauce.

H-O STEAMED BROWN BREAD

One-half cup H-O (ground in food chopper).
One cup flour,
One cup graham flour,
One cup corn meal,
One teaspoonful soda,
Two teaspoonfuls baking powder,
One teaspoonful salt,
One-half cup molasses,
One-quarter cup melted butter or lard,
Two eggs,
Two cups sour milk.

Mix in order given, sifting the dry ingredients together first and adding the molasses, butter, eggs and milk. Steam in greased tins or cans for 3 hours. Slice and serve.

PUMPKIN PIE

To 2 large cups of stewed pumpkin add
One-half cup of sugar,
One-half cup of honey,
Two eggs,
One teaspoonful of cinnamon,
One-half teaspoon of nutmeg,
A scant teaspoon of vanilla,
A pinch of salt,
A very little (about one-eighth of a teaspoon) cloves and ginger,
One tablespoon of flour,
Two cups of rich milk.

This makes 2 large pies or 3 small ones.

HONEY CARAMELS

One cup extracted honey of best flavor,
One cup granulated sugar,
Three tablespoonfuls sweet cream or milk.

Boil to "soft crack," or until it hardens when dropped into cold water, but not too brittle—just so it will form into a soft ball when taken in the fingers. Pour into a greased dish, stirring in a teaspoonful extract of vanilla just before taking off. Let it be ½ or ¾ inch deep in the dish, and as it cools cut in squares and wrap each square in paraffin paper, such as grocers wrap butter in. To make chocolate caramels, add to the foregoing 1 tablespoonful melted chocolate just before taking off the stove, stirring it in well. For chocolate caramels it is not so important that the honey be of best quality.

HONEY FRUIT CAKE

Take
One and one-half cups of honey,
Two-thirds cup of butter,
One-half cup of sweet milk,
Three eggs well beaten,
Two teaspoonfuls of baking powder,
Two cups raisins,
One teaspoonful each of cloves and cinnamon.

HONEY NUT-CAKES

Eight cups sugar,
Two cups honey,
Four cups milk or water,
One lb. almonds,
One lb. English walnuts,
Three cents' worth each of candied lemon and orange peel,
Five cents' worth çitron (the last three cut fine),
Two large tablespoonfuls of soda,
Two teaspoonfuls cinnamon,
Two teaspoonfuls ground cloves.

Put the milk, sugar and honey on the stove to boil 15 minutes; skim off the scum and take from the stove. Put in the nuts, spices and candied fruit. Stir in as much flour as can be done with a spoon. Set away to cool, then mix in the soda (don't make the dough too stiff). Cover up and let stand over night, then work in enough flour to make a stiff dough. Bake when you get ready. It is well to let it stand a few days, as it will not stick so badly. Roll out a little thicker than a common cooky; cut in any shape you like.

This recipe originated in Germany, is old and tried and the cake will keep a year or more.

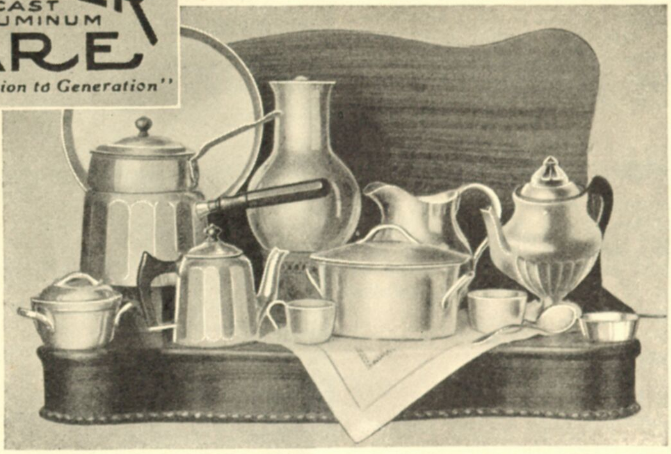
HONEY-CAKE

One quart of extracted honey,
One-half pint sugar,
Pint melted butter,
One teaspoonful soda, dissolved in one-half teacup of warm water,
One-half of a nutmeg,
One teaspoonful of ginger.

Mix these ingredients and then work in flour and roll. Cut in thin cakes and bake on buttered tins in a quick oven.

WAGNER CAST ALUMINUM WARE

"From Generation to Generation"



The Wagner Colonial Tea Kettle was the original pattern and tho often imitated has never been equaled.

Wagner Cast Aluminum Tea Kettles are also made in these original designs—Puritan and Grand Prize.

For Sale By

Loveman, Joseph and Loeb

In Every Home

WAGNER CAST ALUMINUM WARE is recognized as the sterling of cooking utensils. This leadership has been maintained for over a quarter of a century because WAGNER WARE combines the best in design, material and finish.

Every piece is cast in sand molds from solid aluminum, without seams or rivets, thus giving greater strength. It wears from generation to generation.

Foods cooked in WAGNER WARE taste better, having a rich goodness which comes from the heat being evenly distributed. This is only possible in a Cast Aluminum utensil. Foods will not burn or scorch as they will in lighter aluminum utensils.

Wagner Cast Iron DeLuxe Cooking Utensils are also preeminent for their finish and durability. "They cook better, look better."

The Wagner Manufacturing Company

Sidney, Ohio

Makers of the World's Finest Cooking Utensils.

Also the

Wagner Pressure Cooker.

LEMON SAUCE

One cup boiling water,
Three teaspoonfuls cornstarch,
One-half cup sugar,
Grated rind and juice of one-half lemon,
One tablespoonful butter.

Mix the sugar and cornstarch thoroughly, then add the boiling water. Cook 8 or 10 minutes, stirring constantly. Add the lemon rind and juice, then the butter. Stir until the butter has melted and serve at once. If the sauce is too thick, add hot water. The lemon may be omitted and nutmeg or vanilla used.

MRS. MINNICK'S SOFT HONEY-CAKE

Put scant teaspoonful soda in teacup, pour five tablespoonfuls hot water on the soda; then fill the cup with extracted honey. Take ½ cup of butter and 1 egg and beat together; add 2 cups of flour and 1 teaspoonful of ginger; stir all together and bake in a very slow oven.

GINGER BREAD

One-quarter cup butter,
One-half cup sugar,
One egg,
One-half cup molasses,
One-half cup milk,
One and three-quarters cups "Presto,"
One teaspoonful ginger,
One-half teaspoonful cinnamon.

Cream the butter, add the sugar, molasses and yolk of egg. Mix and sift together the dry ingredients and add them alternately with the milk to the first mixture. Lastly, cut in the beaten white of the egg. Bake in moderate oven.

POP-OVERS

One cup "Presto" self-raising flour,
Seven-eighths cup milk,
One egg,
One-half teaspoonful melted butter.

Mix the "Presto" and milk gradually, in order to obtain a smooth batter. Add an egg, beaten until light, and butter. Beat with Dover egg-beater until full of air bubbles, and bake 30 to 35 minutes in a hot oven. Small, round iron gem pans are best for Pop-overs.

DELICIOUS FRUIT TARTS

One cup "Presto,"
One tablespoonful butter,
One egg,
Milk to make thick batter.

Sift "Presto" twice, add other ingredients in order given. In each muffin tin place a little batter and ½ peach. Sprinkle with a little sugar. Bake 20 minutes. Serve with whipped cream or meringue. Sliced apples may be used instead of peaches.

PEACH SHORTCAKE

Place in mixing bowl
One cup Aristos flour,
One-half teaspoon of salt,
Two teaspoons of baking powder,
Four tablespoons of sugar.

Mix thoroughly and then rub in four tablespoons of Mazola Oil and mix the dough with one-half cup of water. Turn into well-greased and floured pan and spread with a spoon evenly. Cover the top with sliced peaches and sprinkle over the peaches one-half cup of brown sugar, and one teaspoon of cinnamon, then dot with one tablespoon of butter. Bake in a moderate oven.

CINNAMON COFFEE CAKE

Two cups "Presto" self-raising flour,
One-third cup sugar,
One-half teaspoonful cinnamon,
One egg,
Four tablespoonfuls melted butter,
One cup milk.

Sift "Presto," sugar and cinnamon together. Add well-beaten egg to milk and add to "Presto." Add melted butter. Put in shallow pan. Sprinkle with sugar and cinnamon. Bake 25 or 30 minutes.

JOHNNY CAKE

Two cups "Presto" self raising flour,
One pint sweet milk,
Two teaspoonsful sugar,
One tablespoonful butter,
One and one-half cups Indian meal,
One egg beaten.
Mix thin. Bake in quick oven.

CRULLERS

One cup sugar,
One cup sweet milk,
Two eggs,
Flavor with a little nutmeg,
Two teaspoonsful butter,
Enough "Presto" to make a soft dough.
Cut out as for biscuits; fry in hot lard.

FRUIT DROP CAKES

Two and one-half cups "Presto,"
One-half cup butter,
One and one-half cups brown sugar,
Three eggs,
One teaspoonful cinnamon,
One-half teaspoonful cloves,
One lb. walnuts (chopped),
One lb. dates (chopped fine).
Drop from teaspoon and bake in hot oven.

MUFFINS

One-quarter cup butter,
One-quarter cup sugar,
One egg,
Seven-eighths milk,
Two cups "Presto" self-raising flour.

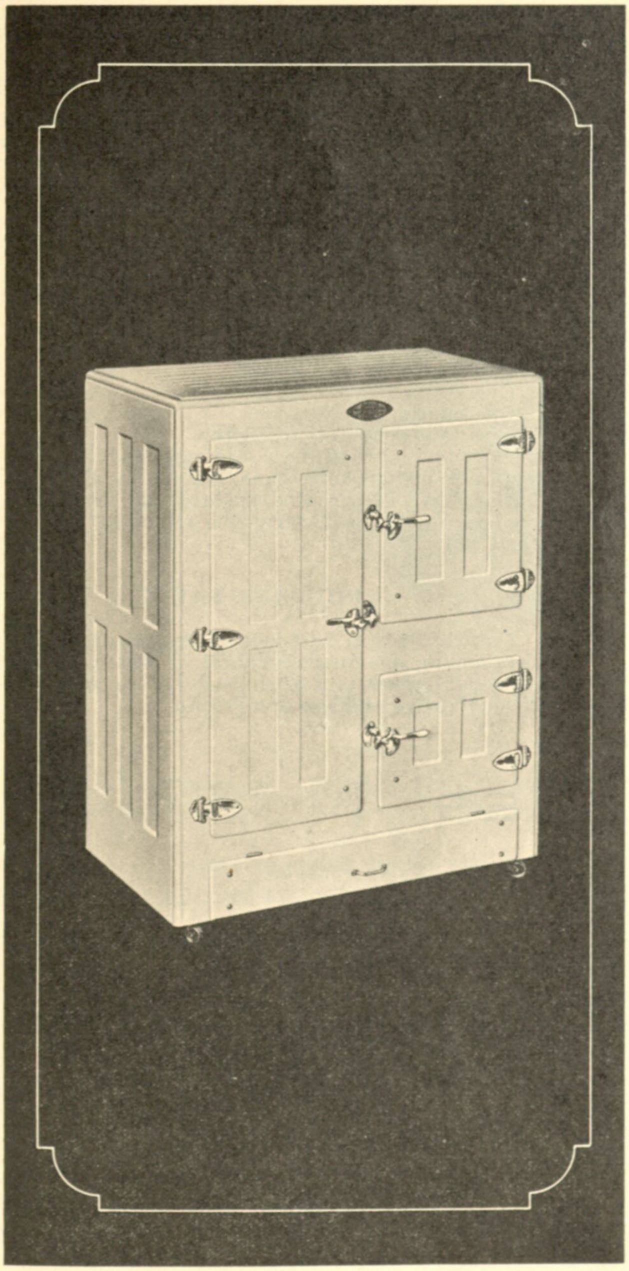
Cream the butter; to it gradually add the sugar, mixing the two well together. Beat the egg and add it to the butter and sugar, and then beat in the "Presto," alternating with the milk. Turn into a buttered gem pan and bake for twenty minutes in a hot oven.

BAKED BANANAS

Allow one banana for each person; rub banana with shortening and then place, without peeling, in a baking pan and add one-half cup of water and bake for one hour.

ICE CREAM

Dissolve contents of one 50-cent size jar of Borden's Malted Milk in one quart of boiling water. Add one and one-half cans Borden's Condensed Milk (mixed in one pint cold water), and two teaspoonfuls of vanilla or other flavor. Mix thoroughly and freeze in the usual way, taking care to turn freezer very slowly. This will make about two and one-half quarts.



YOUR

New Refrigerator

WILL BE

An All White Porcelain BOHN

$117.50

THE NEW WHITE BOHN is porcelain inside and out. It is an all metal refrigerator incorporating the famous BOHN SYPHON system of low temperature and rapidly circulating dry air. Heavily insulated with FLAXLINUM.

This remarkable advance in refrigerator construction is an achievement that we are proud to bring to the attention of intelligent housewives. Its low cost is going to prove as gratifying as its high quality and its ability to keep perishable foods in a sweet condition, with the minimum expenditures for icing.

MADE BY THE

Bohn Refrigerator Co.,

Of St. Paul, Minn.

Proudly sold in Birmingham by

Loveman, Joseph & Loeb

CANDY

There is no part of the Christmas preparation that affords so great pleasure as making the Christmas candies. One pound of sugar will make from five to six pounds of the choicest candies when combined with raisins, nuts, figs, dates and prunes.

Making the fondant, which is so essential in making these delectable morsels, need have no terror for the women who will carefully follow directions. First and foremost, all utensils must be scrupulously clean, without the slightest suspicion of grease. Second, do not stir the sugar and water after once the boiling starts. This will cause the sugar to grain.

TO PREPARE THE FONDANT

Four tablespoonfuls of crystal corn syrup,
Two cupfuls of sugar,
Three-quarters cupful of water,
One-quarter teaspoonful of cream of tartar.

Place in a saucepan and stir until the sugar is dissolved. Place on the fire and cook until 240 degrees is reached on a candy thermometer; then pour on a large and slightly greased or oiled meat platter. Let cool until a thick skin forms on the top. Now, with the cake turner, begin to knead and work it like you would your garden soil until the mixture is cream white. When cool knead it as you would bread. Now place it in a clean bowl and cover and then set in a cool place. Do not set in the refrigerator.

A candy thermometer is an absolute necessity in the household. It may be used for many purposes.

RHUBARB JELLY

Three-quarters pound of rhubarb,
Three-quarters pound of sugar,
Three ounces of raisins,
Grated rind of half an orange,
Juice of one orange.

Cut rhubarb in small pieces, add sugar, raisins, cut in half, then the juice of orange and rind. Place on stove to heat until sugar is melted. Cook until thick, usually about three-quarters of an hour. Pour in jelly glasses, and then coven with paraffin.

RHUBARB PUDDING

Make a batter of
One cupful of flour,
One teaspoonful of baking powder,
One cupful of sugar,
One egg,
One cupful of milk,
Two tablespoonfuls of butter.

Mix dry ingredients. Add egg and milk. Beat well, add melted butter and one cupful of diced rhubarb. Half fill greased custard cup, then bake in moderate oven for twenty-five minutes. Serve with fruit sauce.

RHUBARB SAUCE

Cut rhubarb in half-inch pieces, steam until tender, adding one-quarter cupful of water, one cupful of sugar to each pint of rhubarb before cooking. Run through sieve and serve very cold.

NOTES

2 cups of water
2 levl tblle spoons sugar.
2 tea spoons sugar.
1 cake of yeast.

This is the baby vest millions of mothers have chosen

It has taken sixty years to perfect it--this tiny garment shown in this photograph

Small as it is, it represents a triumph of manufacturing experience and skill.

It is made of yarns selected by an expert; yarns as soft and milky white as the finest fleece. It is knit by a special process that gives it a very unusual elasticity.

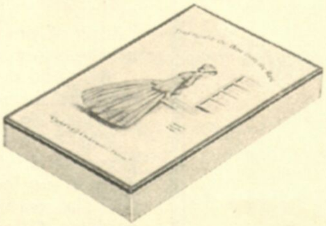
Millions of mothers have chosen it as the best baby vest it is possible to buy Millions of babies are wearing it today. It has become the standard infants' knitted undervest.

This wonderful little vest is only one of dozens of babies' and children's styles that Carter's knit Underwear has made famous among mothers all over the world.

You can get Carter's Knit Underwear for babies and children of every age and size---and no matter what style you buy, you can be sure that each garment has the same splendid qualities as this little vest.

Sold by Loveman, Joseph & Loeb in all weights of cotton, cotton and wool, wool, wool and silk and silk.

THE WILLIAM CARTER COMPANY
Home Office: Needham Heights (Boston District)
Mills also at Farringham and Springfield, Mass.



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clean healthy cows

Pet Milk is always pure, fresh and wholesome. Concentrated, then sterilized and sealed in air-tight containers, it is milk at its best. No sugar is added; in fact, nothing is added. Nothing is removed except water. Send for the free Pet Recipe Book.

The Helvetia Company
(Originators of Evaporated Milk)
General Offices, St. Louis

Milk at its Best

H-O COOKIES

Two cups H-O,
One cup sugar,
Three-quarter cup fat,
Two-thirds cup sour milk,
One-half teaspoonful nutmeg,
One-half teaspoonful cloves,
Two cups flour,
One teaspoonful soda,
One cup raisins or peanuts ground,
One teaspoonful vanilla,
One teaspoonful cinnamon.

Mix in order given. Drop on tin. Bake in moderate oven.

H-O PUDDING

(Cooked in milk.)
One cup cold cooked H.O,
One cup milk,
One-third cup sugar,
One-quarter cup raisins,
One egg or one teaspoonful cornstarch, nutmeg, cinnamon, salt.

Turn into buttered pudding dish. Bake slowly for one-quarter hour.

H-O MUFFINS

One cup cooked H-O,
One and one-half cup flour,
Two tablespoonfuls sugar,
Four teaspoonfuls baking powder,
One-half teaspoonful salt,
One-half cup milk,
One egg.
Two tablespoonfuls melted butter.

Mix and sift flour, sugar, salt and baking powder. Add one-half milk, egg well beaten, remainder milk and H-O. Add butter. Bake in moderate oven.

H-O GEMS

One cup H-O,
One cup boiling water,
One cup graham flour,
One teaspoonful baking powder,
One-half teaspoonful salt.

Mix boiling water and oatmeal and let it stand over night. In the morning mix flour, baking powder and salt—and add it to the oatmeal. Add enough milk to make batter stiff enough to drop from spoon. Bake in hot buttered gem pans about twenty minutes.

HEALTH HINTS

The teeth are an important factor in maintaining health. Poor, irregular, decayed teeth cause foul breath, and do not permit the thorough mastication of food. This creates intestinal disorders, caused by lumps of partly masticated food lying and fermenting in the stomach.

All food must be in a liquid state before it can pass into the intestinal tract, so if this task be continually imposed on the stomach it produces distress.

The mouth is indicative of character and as expressive as the eye. Refined and particular people do not neglect the appearance of the teeth. Taken for the amount invested, when necessary to have cavities filled and good dental work done, there is no part of the human body that will give such good results.

A reasonable amount of care, a good dentifrice and a fairly stiff brush—all these give pearly teeth, a clean, sweet breath, ruby lips and a feeling of perfect cleanliness.

THE MODERN WAY TO BUY HOME NEEDS

The L. J. & L. Club Plan Way

The Loveman, Joseph & Loeb Club Plan has made it possible for many hundreds of Alabama homes to have the most comfortable of furnishings without placing a financial burden on their owners.

The plan applies to all articles of furniture, gas ranges, rugs, draperies, sewing machines, kitchen cabinets, etc.

Any one article amounting to $25.00 or more or any group of household articles above that sum can be bought and paid for the CLUB PLAN WAY.

The amount you pay at time of purchase and the monthly sums are made just as convenient as you could ask. There are no interest charges, no red tape—just a carefully worked out plan to help you.

Loveman, Joseph & Loeb

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Is your bake day a pleasure, or an anxiety?

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Rumford-raised foods are always light, moist, fine-grained, easy to digest. In efficiency, wholesomeness and economy, *Rumford* has led for over a quarter of a century.

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THE RUMFORD COMPANY, Providence, R. I.

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Every woman can make the most of her beauty by bringing her skin to its utmost perfection and accenting all her best points with these.

ELIZABETH ARDEN

VENETIAN TOILET PREPARATION

VENETIAN CLEANSING CREAM. Seeps into the pores and rids the skin of all impurities. $1., $2., $3.

VENETIAN ARDENA SKIN TONIC. A mild astringent tonic, whitens and refines the skin. $ .85, $2., $3.75.

VENETIAN ORANGE SKIN FOOD. A rich cream, nourishes worn and flabby tissues. $1., $1.75, $2.75.

VENETIAN AMORETTA CREAM. A protective vanishing cream. Forms an ideal foundation for powder. $1., $2.

POUDRE D'ILLUSION. A delicately scented powder. Lends a peach-like bloom to the skin. $3.00.

VENETIAN ROSE COLOR. A dainty liquid rouge. Transparent and waterproof. $1., $2.

Ask at our Toilet Goods counter for "The Quest of the Beautiful," a booklet which describes all of the Venetian Preparations and tells how to apply the Muscle Strapping Treatments.

LOVEMAN, JOSEPH & LOEB

Queen Make
TRADE MARK

NURSES' AND MAIDS' UNIFORMS

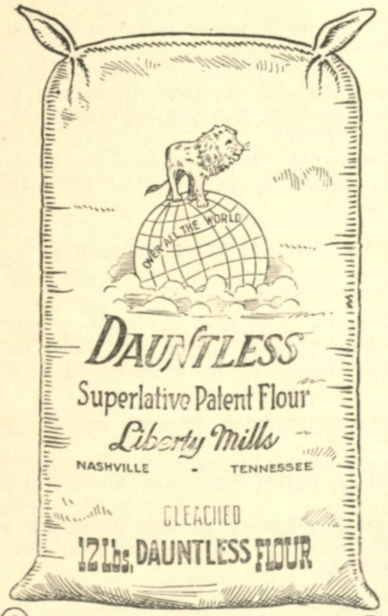
WASH DRESSES BUNGALOW APRONS

HERE ONLY

Loveman, Joseph & Loeb have been granted the exclusive right to sell "Queen Make" uniforms, aprons and dresses in Birmingham. We are particularly proud that we were chosen to represent them, but then why shouldn't America's best uniforms, bungalow aprons and wash frocks be sold in Birmingham's best store?

Dauntless BISCUIT CAKE PASTRY Flour

For Particular People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Superlative Patent Flour
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BLEACHED
12 Lbs. DAUNTLESS FLOUR

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Made for Those Who Care for Quality

Dauntless Flour is always used by those who take pride in their beautiful baking.

It is being used in this series of demonstrations by special request from Mrs. Mary A. Wilson.

Dauntless is a Soft Wheat Flour of superlative grade. With its use success in baking is assured.

Use Beautiful Dauntless Flour
for its Better Baking Qualities

ASK YOUR GROCER

KEEP FOOD COVERED IN FLY SEASON

Warm weather brings with it discomfort of fly time. During the season this household pest thrives, and the housewife should wage definite war against it. Food that is exposed in hot weather offers a breeding place for the dangerous pest.

Clean up the premises and yards and see that all garbage cans are disinfected and kept covered. Do not allow any pile of rubbish or waste to accumulate. See that all windows and doors are kept screened. Cover all foods that are exposed with wire or mosquito netting; these screens can be made by removing the ends of a box and covering it with wire or netting.

Do not permit milk vessels to stand around. Rinse them with cold water and then cleanse them with hot water.

First and last of all, swat the fly. Swat him early and late. It is possible to keep the house absolutely free from this menacing pest, but these rules should be strictly followed in summer even if the house is well screened:

Do not allow food to stand in an exposed condition.
Keep the garbage pail well covered.
Disinfect the garbage can twice a week.
Do not allow rubbish to accumulate.
Fresh air, sunlight and clean premises prevent disease.

HELP IN CASE OF ACCIDENT

Drowning. 1. Loosen Clothing, if any. 2. Empty lungs by laying body on its stomach and lifting it up by the middle so that the head hangs down. Jerk the body a few times. 3. Pull tongue forward, using handkerchief, or pin with string, if necessary. 4. Imitate motion of respiration by alternately compressing and expanding the lower ribs, about twenty times a minute. Alternately raising and lowering the arms from the sides up above the head will stimulate the action of the lungs. Let it be done gently but persistently. 5. Apply warmth and friction to extremities. 6. By holding tongue forward, closing the nostrils, and pressing the "Adam's Apple" back (so as to close entrance to stomach) direct inflation may be tried. Take a deep breath and breathe it forcibly into the mouth of patient, compress the chest to expel the air and repeat the operation. 7. DON'T GIVE UP! People have been saved after hours of patient, vigorous effort. 8. When breathing begins get patient into a warm bed, give warm drinks, or spirits in teaspoonfuls, fresh air and quiet.

Burns and Scalds. Cover with cooking soda and lay wet cloths over it. White of eggs and olive oil. Olive oil or linseed oil, plain, or mixed with chalk of whiting. Sweet or olive oil and lime-water.

Lightning. Dash cold water over person struck.

Sunstroke. Loosen clothing. Get patient into shade and apply ice-cold water to head. Keep head in elevated position.

Mad Dog or Snake Bite. Tie cord tight above wound. Suck the wound and cauterize with caustic or white-hot iron at once or cut out adjoining parts with a sharp knife. Give stimulants, as whiskey, brandy, etc.

Stings of Venomous Insects, etc. Apply weak ammonia, oil, salt water or iodine.

Fainting. Place flat on back; allow fresh air and sprinkle with water. Place head lower than rest of body.

Cinders in the Eye. Roll soft paper up like a lamplighter, and wet the tip to remove, or use a medicine dropper to draw it out. Rub the **other** eye.

If Choked. Get down on all fours and cough.

Fire in One's Clothing. Don't run, especially not downstairs or out-of-doors. Roll on carpet, or wrap in woolen rug or blanket. Keep the head down, so as not to inhale flame.

Fire from Kerosene. Don't use water, it will spread the flames. Dirt, sand and flour is the best extinguisher, or smother with woolen rug, tablecloth or carpet.

Suffocation from Inhaling Illuminating Gas. Get into the fresh air as soon as possible and lie down. Keep warm. Take ammonia—twenty drops to a tumbler of water, at frequent intervals; also two to four drops tincture nux vomica every hour to two for five or six hours.

If an Artery is Cut, compress it above wound. Blood from an artery is red, that from the veins dark.

ANTIDOTES FOR POISONS

First—Send for a physician.

Second—Induce vomiting by tickling the throat with feather or finger. Drink hot water or strong mustard and water. Swallow sweet oil or white of eggs.

Acids are antidotes for **Alkalies** and vica versa.

SPECIAL POISONS AND ANTIDOTES

Acids—Muriatic, Oxalic, Acetic, Sulphuric (Oil of Vitriol), Nitric (Aqua Fortis)—use soap suds, magnesia, lime-water.

Prussic Acid—use ammonia in water. Dash water in face.

Carbolic Acid—use Flour and water, mucilaginous drinks.

Alkalies, Potash, Lye, Hartshorn, Ammonia—use vinegar or lemon juice in water.

Arsenic. Rat Poison, Paris Green—use milk, raw eggs, sweet oil, lime-water, flour and water.

Bug Poison. Lead, Saltpetre, Corrosive Sublimate, Sugar of Lead, Blue Vitriol—use white of eggs or milk in large doses.

Chloroform, Choral, Ether—use artificial respiration. Dash cold water on head and chest.

Carbonate of Soda. Copperas, Cobalt—use soap suds and mucilaginous drinks.

Iodine. Antimony, Tartar Emetic—use starch and water, astringent infusion, strong tea.

Mercury and its Salts—use whites of eggs, milk mucilages.

Opium. Morphine, Laudanum. Paregoric, Soothing Powders or Syrups—use strong coffee, hot bath. Keep awake and moving at any cost.

NOTES

Tanglefoot Roach & Ant Powder
Kills Roaches and Ants

TANGLEFOOT
ROACH AND ANT
POWDER
NET WEIGHT, TWO OUNCES
THE O.&W. THUM COMPANY
GRAND RAPIDS, MICH.

It is more certain to rid premises of Roaches and Ants than any irritating powder or liquid. The insects soon learn to avoid these.

This Powder does not irritate on contact but particles cling to their feet and feelers which they clean through mouth parts, the powder reaches their stomachs, and they die after a few hours.

Made, Recommended and Guaranteed by the Manufacturers of TANGLEFOOT FLY PAPER.

Packed in 2 oz. cans and 8 oz. cans
For Household Use.

Sold by Loveman, Joseph & Loeb
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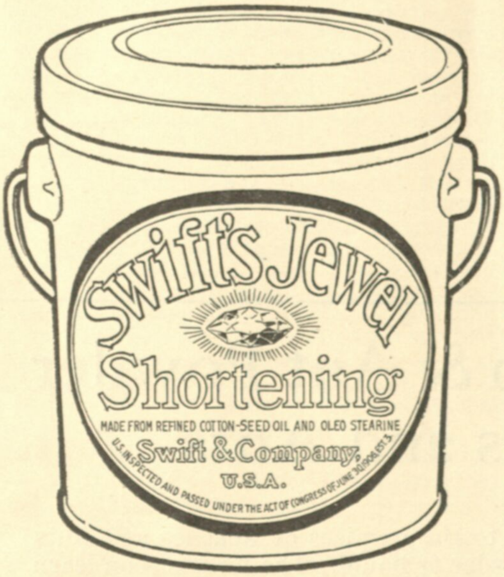
SWIFT'S

JEWEL SHORTENING


Swift's Jewel
Shortening
MADE FROM REFINED COTTON-SEED OIL AND OLEO STEARINE
Swift & Company,
U.S.A.
U.S. INSPECTED AND PASSED UNDER THE ACT OF CONGRESS OF JUNE 30 1906

Housewives who have once used Swift's Jewel Shortening are never satisfied to do without it.

There are qualities in this sweet, wholesome vegetable product which make it ideal for all shortening uses and deep frying.

Jewel Shortening is a southern product, made principally of refined cottonseed oil. It is high in food value, and is readily digested.

Used by Mrs. Wilson in her
Birmingham Demonstrations

Swift & Company

U. S. A.

NOTES

Trade Mark BOYSHFORM *Registered*

The Boyshform Brassiere is cut in one piece, fashioned under the arms, fitted with elastic at the waist. The back is four to five inches wider than other brassieres preventing it from slipping up when the wearer stoops.

FASHION'S demand for the silhouette, youthfully flat figure has made the Boyshform Brassiere one of the most popular garments of the day. Wisdom of such widespread choice is reflected in Boyshform construction, comfort, fit and style. Women who wear them appreciate perfectly tailored, dainty things.

By all means every woman should wear the faultless fitting Boyshform Brassiere.

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There is only ONE Boyshform Brassiere—It's Patented

The Best Bakers

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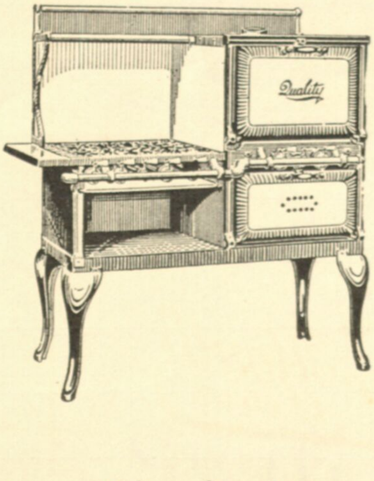

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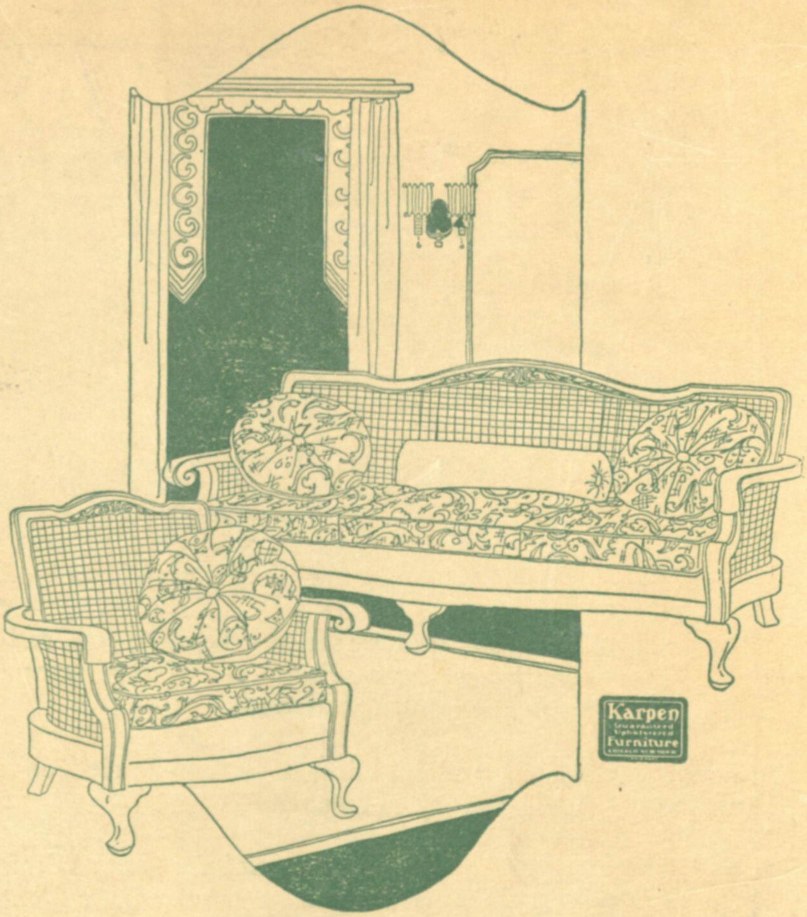
Latest and loveliest of styles—varied enough to suit every personality—

Skilled craftsmanship and exquisite fabrics—these are what you may always expect of clothes that bear the "HOUSE OF YOUTH" label.

Loveman, Joseph & Loeb have a representative assortment of "HOUSE OF YOUTH" models. See for yourself how becoming they are.

The House of Youth
MAKERS



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Now we know that a majority of Birmingham homes want good furniture. They want it because they have discovered that GOOD FURNITURE COSTS NO MORE. The growth of our Furniture store is remarkable. It has surprised even us—and good furniture at fair prices did it.

We never advertise that our prices are lower. We always stress that our quality is dependable. Careful buyers making the comparisons they should, find that they are required to pay little, if any more, so quite naturally they buy LOVEMAN, JOSEPH & LOEB FURNITURE.

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*No
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